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Brightroam announces launch of first retail kiosk at Toronto's Pearson International

Brightroam, a division of iRoam Mobile Solutions has teamed up with Cart Wheels International to bring affordable roaming solutions to travelers out of Pearson International Airport. Launching a kiosk in the Terminal 3 departures lounge, Brightroam will offer affordable SIM cards, data plans and unlocked mobile devices designed to save travelers between 50 and 90% on international roaming bills.

Toronto, ON May 22, 2013 –

Brightroam is proud to announce the launch of their first retail sales location opening June 1, 2013 at Toronto Pearson International Airport. Brightroam will now offer on the spot affordable cellular roaming solutions to international travelers from their retail kiosk located in the departures wing of Terminal 3. Encouraging more travelers to roam fearlessly, Brightroam's kiosk will offer international talk, text and data plans and unlocked travel devices to airport patrons prior to boarding their flight.

Brightroam has designed it's first retail location as a convenient way for customers to stop by and pick up a SIM card, unlocked travel phone or Mi-Fi data device prior to take off. Offering over 15 different SIM cards and a variety of cell phones and data devices, Brightroam takes the fight out of roaming in over 200 countries globally. Regional and country specific plans are available for a variety of countries. And for those traveling to more than one location Brightroam offers a World SIM complete with data plan options so travelers can rest assured they will never be out of touch.

Richard Earle, President and CEO of Brightroam said: "Staying connected while traveling has transitioned from an expensive luxury, to a necessity that is easily affordable when purchased in advance. We've built a service that allows travelers to roam without fearing a large cell phone bill at the end of the month".

Customers who purchase Brightroam SIM cards generate savings by enabling their wireless device(s) with a SIM card matching that of their destination. Once enabled, customers begin receiving competitive voice and data rates as they begin to make calls or surf the web. Users benefit from low-cost or free incoming calls and text messages, low rates back to North America, and Brightroam Connect number forwarding for easy access by friends and family.

For the past 17 years, Brightroam has encouraged travelers to plan ahead before inevitably picking up their cell phones while roaming. Choosing to purchase an alternative roaming solution such as Brightroam guarantees a cost effective way for users to stay connected no matter where in the world their travels take them.

About Brightroam

Brightroam allows travelers to "Roam Fearlessly," by providing high quality global cellular communications to individuals and corporations looking to reduce costs associated with international roaming. Alliances with international cellular leaders such as: AT&T, China Mobile, O2, Movistar, T-Mobile, Vodafone and Wind, allows Brightroam to deliver reliable cellular communications, via post-paid monthly contracts. Business and leisure travelers enjoy a hassle-free experience including features like local-country numbers, North American call forwarding, 24/7 English-language support and more. For further information visit: <http://www.brightroam.com>.

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